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CARIBBEAN

How to do Jamaica in style

Celebrate Bob Marley's 75th in hip Montego Bay

Jamaica's newest hotels play to its greatest strengths — its verve and its vibe — and nowhere more than on Montego Bay's Hip Strip, which is showing all the signs of an Ibiza-style reinvention. Opened this year, the S Hotel has impressive crimson-parasol optics and a rooftop bar and pool with a dreamy view of Doctor's Cave Beach (doubles from £175, B&B; shoteljamaica.com).

Staff at the S know their guests want to be part of the wider MoBay scene, so steer them away from the American chain bars that used to hold sway here, partly because the local food scene is seriously good. Next to the hotel, Usain Bolt has combined curried mutton and a laid-back feel at his Tracks & Records hangout (mains from £9; tracksandrecords.com). Want an even more local vibe? A five-minute walk away, cult hit Peppa's Cool Spot recently opened a new outlet on Rampart Close. The grilled lobster and conch are worth the queues (mains from £4; peppascoolspot.com).

A 15-minute drive along the coast, Eclipse at Half Moon opens in March. It's a 57-room hotel in a hotel (doubles from £306; halfmoon.com/eclipse).

Over in Negril, a 90-minute drive away, Skylark opened a year ago. The sassy budget sibling to the Rockhouse Hotel, it's a low-slung, low-key set of buildings where Miss Lily's jerks everything to Instagram perfection (mains from £11, doubles from £110; skylarknegril.com).

Other reasons to get excited? This year sees the 75th anniversary of Bob Marley's birth. Over in Port Antonio, Geegam is adding 12 rooms to its recording studio and boutique hotel (doubles from £325, B&B; geejam.com). The town also stars in the forthcoming James Bond film No Time to Die.